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South Dakota
Labor Bulletin

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RETAIL TRADE EMPLOYMENT - CHRISTMAS HOLIDAY TRENDS

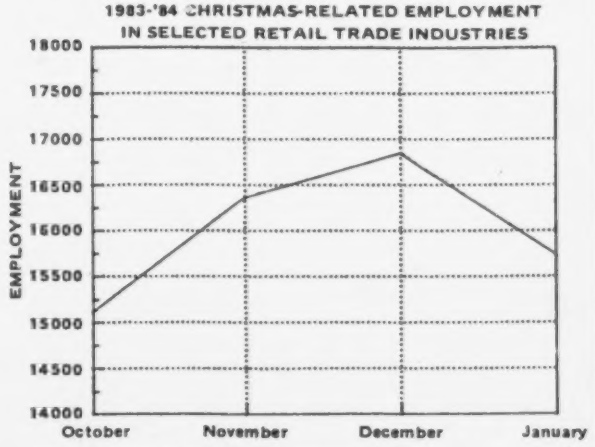
The 1984 Christmas holiday season has begun in South Dakota and will continue to build momentum and expectations during the month of December. This pinacle of the thriving fall retail season has an interesting effect on employment levels in certain sectors of South Dakota's economy, specifically on the retail trade industry. According to the Business Research Bureau of the University of South Dakota, retail sales during the November through December 1983 bi-monthly period were higher than any other bi-monthly period of the year.

The table below lists 13 sectors of the retail trade industry and actual changes in employment which occurred in 1983-'84 during the months October through January. Last year's Christmas season is representative of employment changes in previous years.

TABLE I
Christmas-Related Retail Trade Industries
1983-'84 Employment Levels in Selected Months

	Oct	Nov	Dec	Jan
Retail Trade Stores				
Hardware	760	752	803	738
Nurseries, Lawn & Garden	169	158	158	84
Department	4327	4673	4803	4275
Variety	434	457	472	423
Grocery	6106	6244	6268	6171
Misc. Food	97	98	169	136
Mens & Boys Clothing	349	369	393	365
Womens Ready-to-Wear	1062	1070	1103	1058
Family Clothing	364	370	397	384
Drug	1339	1363	1414	1330
Jewelry	407	419	433	402
Hobby & Toy	77	81	96	75
Florists	306	311	339	291

A closer look clearly reveals the seasonality of employment demand. During the Christmas season, employment levels in these industries gradually increase, beginning in October and peaking in December. The exception is nurseries, whose employment increase during this time of year offsets a decrease from the fall and causes nursery employment to remain relatively stable until the end of the Christmas season. The end of the season is marked by the decrease in employment which occurs in January.



SOURCE: South Dakota Department of Labor

The above graph indicates that the sharpest employment increase for these industries during this season is experienced between October and November when there is approximately an 8 percent jump. The growth between November and December is smaller but is an increase of over 11 percent above October's employment. The decrease which occurs in January is approximately 7 percent.

The Christmas holiday buying season has a positive impact on South Dakota's economy above and beyond the increased dollar sales in the retail trade industry. The increased employment during this time allows many individuals the opportunity to work. Some of these people may only desire to work part-time and only during this time of year. For others, it may mean increased hours, and for still others it may be an opportunity for a much-needed permanent full-time job.

SOUTH DAKOTA LABOR MARKET IN OCTOBER 1984

Nonagricultural wage and salary employment in South Dakota reached 241,700 in October 1984, up 3,500 or 1.5 percent over the October 1983 employment level of 238,200. With the exception of government employment which decreased 700, and only slight decreases in the transportation/public utilities and construction industries, every major industry in the state remained stable or posted an employment increase over one-year-ago levels.

Leading all industries in job growth was the trade industry, with the retail trade component adding 2,100 jobs to its payrolls in the year since October 1983. Manufacturing employment followed trade with an addition of 1,400 jobs, spurred mainly by the increase of 1,200 jobs in durable goods manufacturing. Nondurable goods manufacturing contributed 200 additional jobs to South Dakota's manufacturing industry during the previous 12 months.

The services industry, which made up 22.6 percent of nonfarm employment in the state in October 1984, posted an over-the-year employment gain of 500. This occurred despite decreased employment of 700 in the medical and health sector.

Finance/insurance/real estate, which continues to be a major growing industry in the state, added 400 jobs during the previous 12 month time span. Employment levels in the mining industry remained constant.

A review of month-to-month changes in nonfarm wage and salary employment reveals an increase of 600 workers from September to October 1984. With a clear display of seasonal employment changes, public and private employment moved in opposite directions. The major decreases in private employment occurred in those industries closely related to the traditional tourist season: retail trade decreased by 1,300 jobs and the hotels, amusements, personal and business sector of the services industry decreased by 1,000. The major increases in public employment took place in state and local educational institutions. An increase of 1,600 employees in state education and 1,300 in local education reflects schools throughout the State completing their hiring of staff, such as teacher's aides and work-study students.

South Dakota's October 1984 unemployment rate of 4.0 percent is a 0.2 percent improvement over the one-year-ago rate of 4.2 percent. The October 1984 rate was an increase over the 3.6 percent unemployment rate recorded in September. This increase from September to October is consistent with previous yearly trends. In six of the past ten years, the State's unemployment rate has increased from September to October. It has remained the same three of the other four years during this period. Only in 1980 did unemployment decrease from September to October when it declined from 4.5 percent to 4.4 percent.

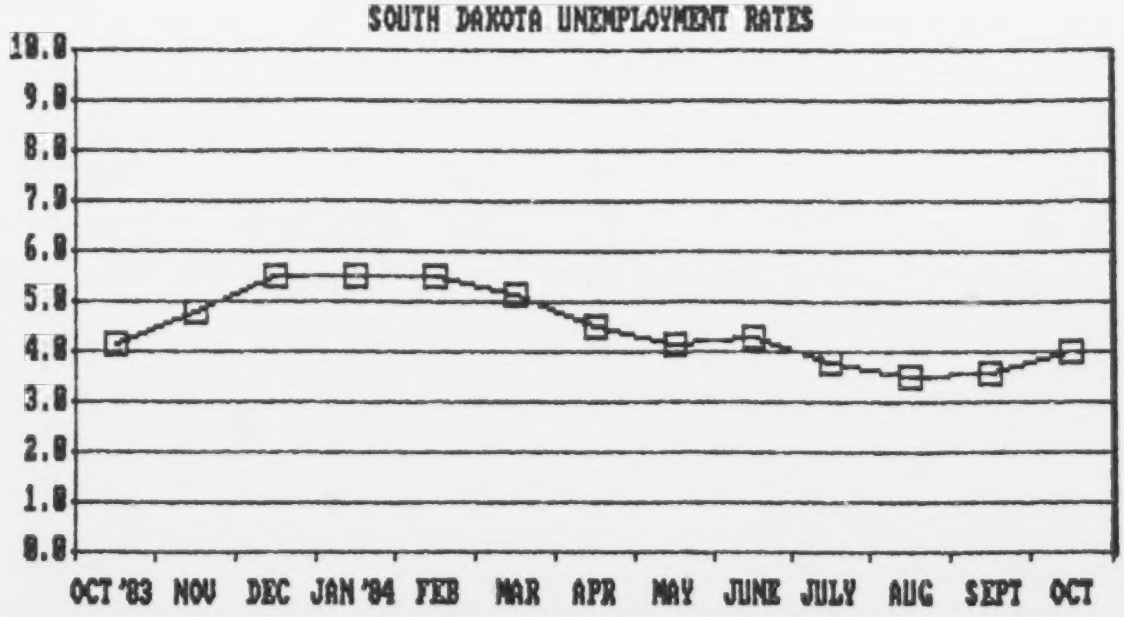


TABLE 1

LABOR FORCE / EMPLOYMENT / UNEMPLOYMENT

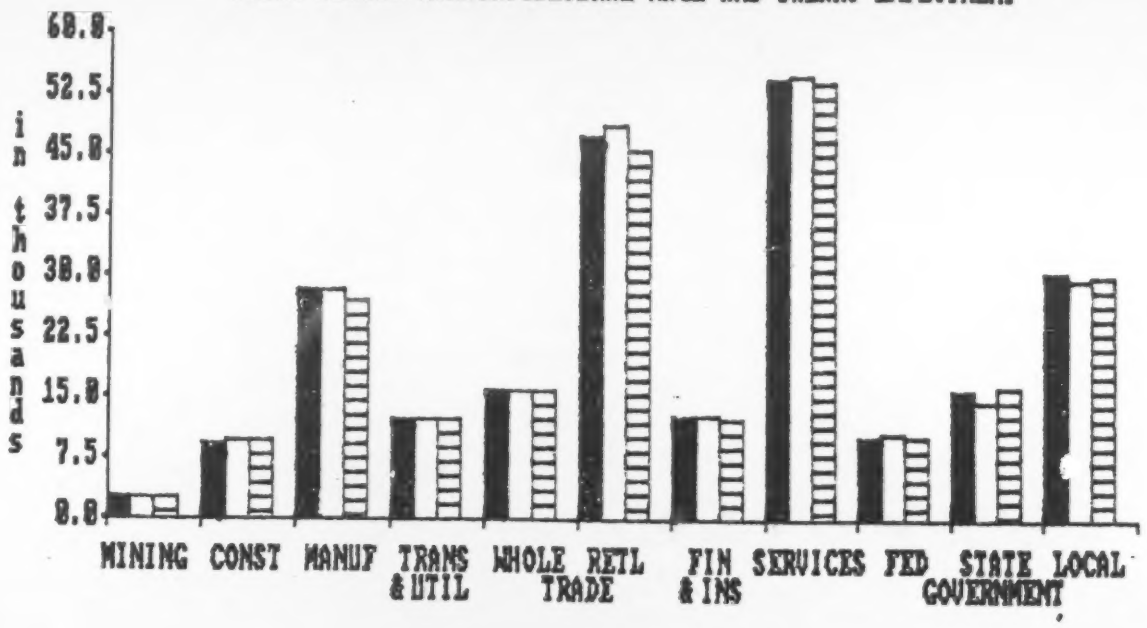
	October 1984 (1)				October 1983			
	Labor Force(2)	Employment	Unemployment	Rate	Labor Force(2)	Employment	Unemployment	Rate
United States	114,250,000	106,262,000	7,989,000	7.0 (3)	112,042,000	102,659,000	9,383,000	8.4 (3)
South Dakota	342,500	328,900	13,600	4.0	336,200	322,200	14,000	4.2
Sioux Falls MSA	67,833	65,640	2,193	3.2	67,406	64,957	2,449	3.6
Aurora	1,535	1,459	76	5.0	1,510	1,488	22	1.5
Beadle	9,074	8,708	366	4.0	8,809	8,421	388	4.4
Bennett	1,591	1,552	39	2.5	1,441	1,376	65	4.5
Bon Homme	3,605	3,439	166	4.6	3,482	3,366	116	3.3
Brookings	13,712	13,180	532	3.9	14,027	13,382	645	4.6
Brown	19,811	18,867	944	4.8	18,778	17,984	794	4.2
Brule	2,782	2,732	50	1.8	3,141	3,052	89	2.8
Buffalo	511	413	98	19.2	542	493	49	9.0
Butte	3,918	3,682	236	6.0	3,775	3,543	232	6.1
Campbell	798	787	11	1.4	886	839	47	5.3
Charles Mix	3,843	3,723	120	3.1	3,927	3,751	176	4.5
Clark	1,869	1,820	49	2.6	2,057	1,997	60	2.9
Clay	5,943	5,701	242	4.1	6,153	5,811	342	5.6
Codington	10,694	10,128	566	5.3	10,199	9,750	449	4.4
Corson	1,410	1,337	73	5.2	1,370	1,234	136	9.9
Custer	2,648	2,523	125	4.7	2,500	2,384	116	4.6
Davison	9,325	9,024	301	3.2	9,280	9,083	197	2.1
Day	3,147	2,997	150	4.8	3,004	2,917	87	2.9
Deuel	1,970	1,877	93	4.7	2,090	1,969	121	5.8
Dewey	1,900	1,770	130	6.8	2,041	1,874	167	8.2
Douglas	1,914	1,784	130	6.8	1,924	1,848	76	4.0
Edmunds	1,965	1,929	36	1.8	1,961	1,925	36	1.8
Fall River	3,384	3,231	153	4.5	3,379	3,216	163	4.8
Faulk	1,385	1,365	20	1.4	1,266	1,244	22	1.7
Grant	4,416	4,229	187	4.2	4,656	4,493	163	3.5
Gregory	2,585	2,513	72	2.8	2,545	2,500	45	1.8
Haakon	1,254	1,212	42	3.3	1,290	1,263	27	2.1
Hamlin	2,160	2,072	88	4.1	1,953	1,879	74	3.8
Hand	2,048	2,024	24	1.2	2,170	2,096	74	3.4
Hanson	1,022	1,006	16	1.6	1,178	1,109	69	5.9
Harding	702	695	7	1.0	665	652	13	2.0
Hughes	7,728	7,510	218	2.8	7,677	7,393	284	3.7
Hutchinson	4,346	4,180	166	3.8	4,340	4,246	94	2.2
Hyde	830	789	41	4.9	842	822	20	2.4
Jackson	1,231	1,202	29	2.4	1,109	1,051	58	5.2
Jerauld	1,220	1,207	13	1.1	1,238	1,216	22	1.8
Jones	602	571	31	5.1	676	643	33	4.9
Kingsbury	3,463	3,331	132	3.8	3,548	3,441	107	3.0
Lake	5,827	5,603	224	3.8	5,450	5,222	228	4.2
Lawrence	9,771	9,314	457	4.7	9,444	8,964	480	5.1
Lincoln	6,359	6,148	211	3.3	6,427	6,150	277	4.3
Lyman	1,403	1,359	44	3.1	1,475	1,392	83	5.6
McCook	2,792	2,711	81	2.9	3,004	2,901	103	3.4
McPherson	1,618	1,504	114	7.0	1,618	1,562	56	3.5
Marshall	2,201	2,012	189	8.6	2,003	1,925	78	3.9
Meade	6,360	6,085	275	4.3	1,160	5,847	313	5.1
Mellette	741	708	33	4.5	781	741	40	5.1
Miner	1,612	1,565	47	2.9	1,647	1,578	69	4.2
Minnehaha	67,833	65,640	2,193	3.2	67,406	64,957	2,449	3.6
Moody	3,944	3,634	310	7.9	3,821	3,535	286	7.5
Pennington	42,465	40,789	1,676	3.9	38,354	36,602	1,752	4.6
Perkins	2,203	2,117	86	3.9	2,194	2,160	34	1.5
Potter	1,860	1,801	59	3.2	1,817	1,770	47	2.6
Roberts	4,375	4,175	200	4.6	4,259	4,107	152	3.6
Sanborn	1,410	1,334	76	5.4	1,308	1,255	53	4.1
Shannon	3,148	2,903	245	7.8	2,886	2,567	319	11.1
Spink	3,636	3,527	109	3.0	3,724	3,577	147	3.9
Stanley	1,556	1,432	124	8.0	1,288	1,234	54	4.2
Sully	683	675	8	1.2	705	683	22	3.1
Todd	2,134	2,009	125	5.9	2,109	1,962	147	7.0
Tripp	3,097	3,058	39	1.3	3,268	3,128	140	4.3
Turner	3,893	3,739	154	4.0	4,190	4,032	158	3.8
Union	5,857	5,550	307	5.2	5,932	5,533	399	6.7
Walworth	2,950	2,843	107	3.6	2,934	2,851	83	2.8
Yankton	9,449	9,101	348	3.7	9,302	9,016	268	3.1
Ziebach	1,016	982	34	3.3	1,221	1,163	58	4.8

(1) Preliminary data subject to revision.

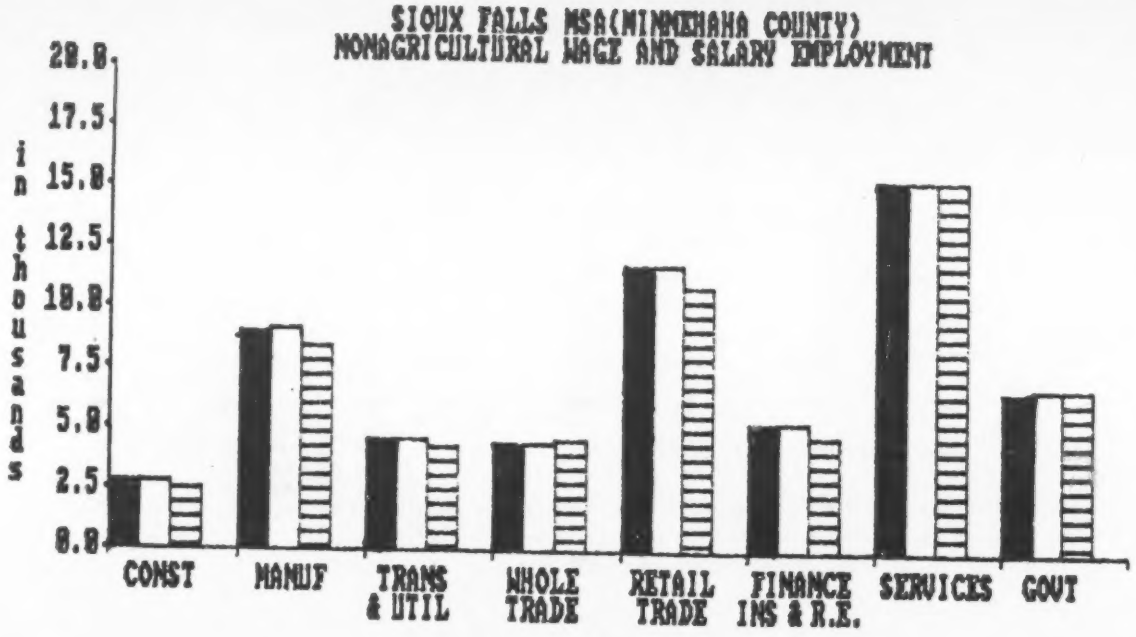
(2) Labor Force estimates include employed and unemployed civilians 16 years old and older by place of residence.

(3) The seasonally adjusted rates which were announced by the national government were 7.4 and 8.8. The data in this table are not seasonally adjusted.

SOUTH DAKOTA NONAGRICULTURAL WAGE AND SALARY EMPLOYMENT



	Oct. 1984	Sept. 1984	Oct. 1983	Change From Last Month	Change From Last Year
TOTAL	241.7	241.1	238.2	.2	1.5
MINING	2.7	2.7	2.7	.0	.0
CONSTRUCTION	9.7	9.8	9.8	-1.0	-1.0
MANUFACTURING	28.4	28.4	27.0	.0	5.2
Durable Goods	15.2	15.3	14.0	-.7	8.6
Fabricated Metals & Machinery	9.8	9.8	8.8	.0	11.4
Nondurable Goods	13.2	13.1	13.0	.8	1.5
Food & Kindred Products	7.8	7.5	7.8	4.0	.0
Paper, Printing & Publishing	2.7	2.7	2.6	.0	3.8
TRANSPORTATION AND PUBLIC UTILITIES	12.4	12.4	12.5	.0	-.8
Transportation	7.1	7.1	7.0	.0	1.4
Communication & Public Utilities	5.2	5.3	5.4	-1.9	-3.7
WHOLESALE AND RETAIL TRADE	63.9	65.1	61.8	-1.8	3.4
Wholesale Trade	16.3	16.2	16.2	.6	.6
Durable Goods	7.0	6.9	7.1	1.4	-1.4
Nondurable Goods	9.3	9.2	9.1	1.1	2.2
Retail Trade	47.6	48.9	45.5	-2.7	4.6
FINANCE, INSURANCE AND REAL ESTATE	13.0	13.0	12.6	.0	3.2
SERVICES	54.6	55.0	54.1	-.7	.9
Hotels, Amuse., Pers. & Business	14.3	15.3	14.1	-6.5	1.4
Medical and Health	21.5	21.6	22.2	-.5	-3.2
Educational, Membership & Social	15.9	15.1	14.9	5.3	6.7
GOVERNMENT	57.0	54.8	57.7	4.0	-1.2
Federal	10.4	10.6	10.3	-1.9	1.0
State	16.1	14.6	16.5	10.3	-2.4
State Education	8.0	6.4	8.5	25.0	-5.9
Local	30.5	29.7	30.4	2.7	.3
Local Education	17.4	16.1	17.9	8.1	-2.8



	Oct. 1984	Sept. 1984	Oct. 1983	Percent Change From Last Month	Percent Change From Last Year
TOTAL	60.3	60.6	58.0	-.5	4.0
1/ MINING	—	—	—	—	—
CONSTRUCTION	2.8	2.8	2.6	.0	7.7
MANUFACTURING	9.0	9.2	8.4	-2.2	7.1
TRANSPORTATION AND PUBLIC UTILITIES	4.6	4.7	4.4	-2.1	4.5
TRADE	16.3	16.5	15.6	-1.2	4.5
Wholesale Trade	4.5	4.5	4.6	.0	-2.2
Retail Trade	11.8	11.9	11.0	-.8	7.3
FINANCE, INSURANCE AND REAL ESTATE	5.4	5.4	4.8	.0	12.5
SERVICES	15.4	15.3	15.4	.7	.0
GOVERNMENT	6.7	6.8	6.8	-1.5	-1.5

The figures in Table 2 include almost all nonfarm wage earners (full-time and part-time) but exclude the self-employed. They are derived from a monthly sample survey of South Dakota nonagricultural establishments and include workers on the payroll for the week including the 12th of the month. This table compares the current month's employment totals of the major industry groups to the totals of the previous month and year.

1/ Mining employment not published, employment less than 100 workers.

TABLE 3

HOURS AND EARNINGS PRODUCTION WORKERS*

	Average Weekly Earnings			Average Weekly Hours			Average Hourly Earnings		
	OCT 1984	SEPT 1984	OCT 1983	OCT 1984	SEPT 1984	OCT 1983	OCT 1984	SEPT 1984	OCT 1983
South Dakota Statewide									
Manufacturing.....	$291.62	$306.59	$281.99	41.9	42.7	40.4	$6.96	$7.18	$6.98
Durable Goods.....	273.97	295.96	275.60	44.7	42.1	40.0	6.57	7.03	6.89
Nondurable Goods.....	314.81	320.60	289.57	42.2	43.5	40.9	7.46	7.37	7.08
Sioux Falls SMSA									
Manufacturing.....	327.56	320.62	301.53	46.2	46.4	43.7	7.09	6.91	6.90

*Average hours and earnings for production-related workers.

The figures in this table are for production-related workers in the manufacturing industry. The earnings estimates are based on gross pay before deductions and include pay for overtime, holidays, vacations, and sick leave. They exclude bonuses (unless earned and paid regularly each pay period).

TABLE 4

CONSUMER PRICE INDEX

ALL URBAN CONSUMERS

1967=100	SEPT. 1984	AUG. 1984	SEPT. 1983	Percent Change From Last Month	Percent Change From Last Year
All Items.....	314.5	313.0	301.8	0.5	4.2
Food & Beverages....	296.4	296.9	285.3	-0.2	3.9
Housing.....	341.4	339.5	326.4	0.6	4.6
Apparel.....	204.2	200.1	200.4	2.0	1.9
Transportation.....	313.7	312.9	303.7	0.3	3.3
Medical Care.....	383.1	381.9	361.2	0.3	6.1
Entertainment.....	257.3	256.4	247.5	0.4	4.0

The Consumer Price Index is a widely watched national indicator of inflation. It is a measure of change, over time, in the prices of goods and services in major expenditure groups typically purchased by urban consumers. It measures the change in prices by comparing what a sample "market basket" of goods and services costs today with what the same sample "market basket" cost at an earlier date.

TABLE 5

CHARACTERISTICS OF THE INSURED UNEMPLOYED[1] - STATEWIDE

	Number			Percent		
	OCT. 1984	SEPT. 1984	OCT. 1983	OCT. 1984	SEPT. 1984	OCT. 1983
Sex, Total	1,684	1,489	1,551	100.0	100.0	100.0
Male	763	732	861	45.3	49.2	55.5
Female	921	757	690	54.7	50.8	44.5
Race, Total	1,684	1,489	1,551	100.0	100.0	100.0
White	1,470	1,295	1,325	87.3	87.0	85.4
Nonwhite	214	194	226	12.7	13.0	14.6
Age, Total	1,684	1,489	1,551	100.0	100.0	100.0
Under 45	1,240	1,080	1,178	73.6	72.5	76.0
Over 45	444	409	373	26.4	27.5	24.0
[2] Industry, Total	1,684	1,489	1,551	100.0	100.0	100.0
Mining	12	14	25	.7	.9	1.6
Construction	145	113	141	8.6	7.6	9.1
Manufacturing	490	311	293	29.1	20.9	18.9
Transportation & Public Utilities	59	48	65	3.5	3.2	4.2
Trade	304	352	395	18.1	23.6	25.5
Finance, Insurance & Real Estate	64	54	64	3.8	3.6	4.1
Services	454	432	394	27.0	29.0	25.4
Government	156	165	174	9.3	11.1	11.2
[2] Occupation, Total	1,684	1,489	1,551	100.0	100.0	100.0
Professional & Managerial	335	330	310	19.9	22.2	20.0
Clerical and Sales	388	391	376	23.0	26.3	24.2
Services	182	158	240	10.8	10.6	15.5
Processing	90	75	61	5.3	5.0	3.9
Machine Trade	75	54	66	4.5	3.6	4.3
Benchwork	239	131	104	14.2	8.8	6.7
Structural Work	247	235	234	14.7	15.8	15.1
Other	128	115	160	7.6	7.7	10.3
Duration of Current Unemployment						
Total	1,684	1,489	1,551	100.0	100.0	100.0
1-2 Weeks	429	337	388	25.5	22.6	25.0
3-4 Weeks	238	235	169	14.1	15.8	10.9
5-14 Weeks	663	599	590	39.4	40.2	38.0
15 Weeks & Over	354	318	404	21.0	21.4	26.0

1 The insured unemployed are those unemployed persons who had worked for employers covered by South Dakota's Unemployment Insurance Laws, and who are eligible for unemployment compensation.

2 Refers to industry and occupation involvement prior to unemployment.

TABLE 6

SELECTED LABOR DEPARTMENT ACTIVITIES - STATEWIDE

	OCT. 1984	SEPT. 1984	OCT. 1983	Percent Change From Last Month	Percent Change From Last Year
UNEMPLOYMENT INSURANCE					
A. Initial Claims.....	2,337	1,342	1,636	74.1	42.8
B. Weeks Claimed.....	8,203	5,982	6,143	37.1	33.5
C. Amount of Benefit Payments.....	$505,121	$452,711	$435,484	11.6	16.0
D. Unemployment Trust Fund Balance...	$26,485,400	$23,913,100	$13,015,800	10.8	103.5
JOB SERVICE					
E. Applicants Available (New and Renewals).....	7,004	6,606	7,761	6.0	-9.8
F. Nonag Placements.....	4,174	4,212	3,776	-0.9	10.5
G. Nonag Job Openings.....	4,557	4,798	3,783	-5.0	20.5

The data in this table are taken from the records of the State unemployment insurance program and the State Job Service system.

A. Initial Claims - The total number of first claims for unemployment compensation.

B. Weeks Claimed - The total number of weeks for which claimants received compensation under the State Unemployment Insurance Program.

C. Amount of Benefit Payments - The total amount of money paid to claimants through our State Program.

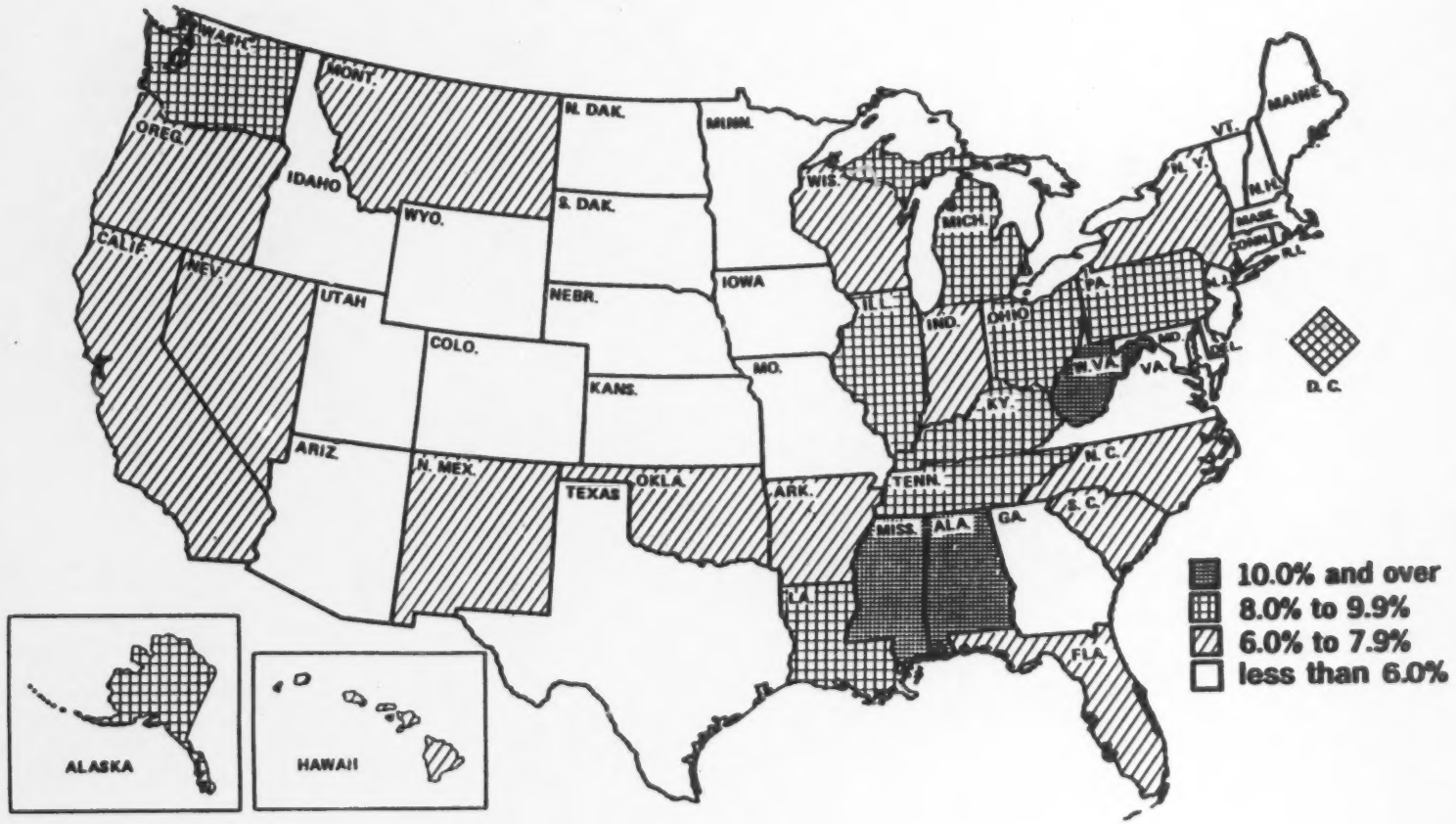
D. Unemployment Trust Fund Balance - The fund to which all required Unemployment Insurance Taxes are paid and from which all benefits to claimants are paid.

E. Applicants Available (New and Renewals) - The total number of different individuals who registered or renewed their applications for work at Job Service offices in the State.

F. Nonag Placements - A count of the number of times during the month that Job Service applicants were hired by nonfarm employers.

G. Nonag Job Openings - A count of new job openings received during the month by South Dakota Job Service offices from nonfarm employers.

Unemployment Rates by State, September 1984



The Labor Market Information Center of the South Dakota Department of Labor collects, analyzes and publishes information concerning the economy, labor market and population characteristics. This information can be very important to economic developers; social and training program planners; and business, education and government administrators.

LABOR MARKET INFORMATION AVAILABLE

DID YOU KNOW???

DID YOU KNOW IN SOUTH DAKOTA:

The Census of Agriculture provides a periodic statistical picture of South Dakota's farming, ranching, and related activities. It is the leading source of statistics about the nation's agriculture as well and the only source of consistent, comparable data about agriculture at the county, state and national levels. The following information is from the 1982 Census of Agriculture.

AGRICULTURAL PRODUCTS SOLD IN SOUTH DAKOTA
1982 MARKET VALUE AND PERCENTAGE

All Farms	Value ($1,000)	Percent
Cattle and Calves	$1,062,228	42.9
Sheep, Lambs, and Wool	31,188	1.3
Hogs and Pigs	313,321	12.6
Other Livestock Products	16,643	0.7
Poultry and Poultry Products	28,518	1.2
Dairy Products	181,630	7.3
Grains	780,868	31.5
Hay, Silage, and Field Seeds	49,255	2.0
Nursery and Greenhouse Products	8,020	0.3
Other Crops	5,253	0.2
TOTAL	$2,476,924	100.0%

The 1982 South Dakota Census of Agriculture shows that large operations continue to dominate sales and production.

- Only 2.0 percent of farms in the state sold 500 or more head of cattle and calves, but this accounted for 28.4 percent of all the cattle sold.
- Farms selling 500 or more head of hogs totaled 16.0 percent of the farms selling hogs, but captured 58.2 percent of the total hogs sold.
- Farms with 10,000 or more hens and pullets comprised only 1.3 percent of producers, but had 67.1 percent of the inventories.

Source: 1982 Census of Agriculture, Preliminary Report, South Dakota, U. S. Department of Commerce, Bureau of the Census.

For this and other information contact:

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Phone: (605) 622-2314